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ATCHAFALYA HERITAGE AREA FEATURED ON *TODAY SHOW*

This morning *Today Show* featured the Atchafalaya National Heritage Area on its broadcast. The piece, part of the series "America the Beautiful" and hosted by correspondent Jenna Bush Hagar, highlights the 14-parish region in south-central Louisiana and home to the Atchafalaya Basin. You can view the video in its entirety [here](#).

"The segment shows the extreme beauty of the heritage area and will attract people throughout the country to come experience the gorgeous landscape and kind people of the region," Lt. Governor Jay Dardenne said. "This is great exposure for Louisiana and we look forward to folks coming down to pick their passion in Cajun Country."

The piece displays everything from giant cypress and crawfishing to Cajun music and airboating. It also features a few of the locals who showed Bush Hagar around and taught her about the Atchafalaya culture and people.

Roy Blanchard, a lifelong crawfisherman featured in the video, said, "Most of the Cajun people are happy and jolly, real friendly."

The Atchafalaya Heritage Area, designated by Congress in 2006, is among the most culturally rich and ecologically varied regions in the United States and home to the widely-recognized Cajun culture. The program is housed under the Lt. Governor's Office in the Louisiana Department of Culture, Recreation and Tourism.

To learn more about the Atchafalaya Heritage area visit www.Atchafalaya.org.

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